



Sample Press Release

For Immediate Release:
[Date]

Contact: [Name]
[Phone #]

Protect Your Drinking Water... Protect the Source!

[City],[State]—Have you ever thought about where your drinking water comes from, beyond the faucet? Did you know that what you do in and around your home can affect not only the quality of your water but also the quality of your neighbor's water? Find out where your drinking water really comes from and learn about how you can help protect it during a [Duration of campaign]-month-long drinking water source awareness campaign, starting [Start date], sponsored by [Name of sponsor]. The campaign will provide information on

- The source of your local drinking water
- The value of safe drinking water
- Potential threats to your local drinking water
- Steps you can take to protect your drinking water
- Contact information for additional resources on drinking water protection.

Safe drinking water is essential to a community's quality of life and continued economic growth. Yet citizens may not always be aware of safe drinking water issues in their community and may not realize what needs to be done to protect drinking water and keep it safe for their families and businesses. Drinking water wells across the country are being contaminated daily by common activities, such as pouring motor oil and household chemicals down drains, using too much pesticides and fertilizers, and littering streets with refuse that will eventually run off into rivers and streams. When water supplies are not safe, the health of the community — especially of the young, the old, and the sick — is jeopardized. In addition, communities may experience a loss of tax revenues from real estate and new jobs as businesses refuse to locate to or remain in communities with known or suspected water contamination problems.

Protecting drinking water sources is the first line of defense in ensuring safe drinking water. If communities are aware of their drinking water sources and of potential threats to these sources, they can take steps to keep the sources safe and improve their local environment. There is something everyone — from retirees to school kids to individuals in their homes — can do to help. To find out what you can do, contact [Contact name and phone number].

[Acknowledgment]

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